Rep Order# EC'd Yes 6815981 Ver# 1 Mod# 0 Status Confirmed Traffic Order# 102137 **Printed:** 05/29/2012 8:51 AM 05/21/2012 2:22 PM

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Last Received: 05/.
Showing Buylines: All Lines

Station KSNV-TV LAS VEGAS, NV.
Advertiser ( ) JOE HECK 4 CONGRESS
Product JOE HECK 4 CONGRESS
Estimate# 2214 Buyer Phone# KEGAN BERAN Agency ( ) STRATEGIC MEDIA PLACEMENT 7669 STAGERS LOOP
DELAWARE, OH 43015
Agency C/P1/P2/E //2214
Flight Dates 11/05/2012 - 11/06/2012
Hiatus Weeks

Rep Firm Sales Office ( Salesperson (

) PHILADELPHIA ) AMY MCCREARY

Salesperson Phone# Salesperson FAX# 215-568-6540 215-568-1845

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Buyline Comment: WHEEL	7P-730P	630P-7P Buyline Comment: JEP	5P-630P Buyline Comment: NEWS	3P-4P Buyline Comment: PHIL	U 12P-1230P Buyline Comment: NEWS	10A-11A ne Comment	9A-10A ne Comment	U 7A-9A Buyline Comment: TODAY	:U 6A-7A Buyline Comment: NEWS	U 5A-6A Buyline Comment: NEWS	Time
: WHEEL		: JEP	NEWS	TIHG ::	P	U 10A-11A Buyline Comment: TODAY III	NU 9A-10A Buyline Comment: TODAY II	: TODAY	.: NEWS	NEWS	Program
	: 30	:30	: 30	: 30	:30	: : :: : ::	: 30	: 30	: 30	: <b>i</b> :: <b>i</b> :: 0	Len
	\$795.00	\$795.00	\$575.00	\$450 <sub>-</sub> 00	\$425.00	\$325.00	\$425_00	\$900.00	\$725.00	\$400.00	Rate
	11/05-11/05	11/05-11/05	11/05-11/05	11/05-11/05	11/05-11/06	11/05-11/06	11/05-11/06	11/05-11/06	11/05-11/06	11/05-11/06	Dates
	ь	٢	ω	ب	2	4	ch.	42	41	- 42 <sub>1</sub>         	Spots/Week
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	\$795.00	\$795.00	\$1,725-00	\$450.00	\$850.00	\$1,300_00	\$1,700.00	s3,600.00	\$2,900.00	\$1,600.00	Total Cost
											Daypart

Station KSN	Rep Order# EC'd Yes
Station KSNV-TV LAS VEGAS, NV	6815981
AS, NV.	Ver# 1
	Ver# 1 Mod# 0 Status Confirmed
	Status
Agency (	Confirmed
Agency ( ) STRATEGIC MEDIA PLACEMENT	Traffic Order# 102137 Shov
ACEMENT	137 Printed: 05/29/2 Last Received: 05/21/2012 2:22 PM Showing Buylines: All Lines
Rep Firm	<b>Printed:</b> 05/21/2012 2 Lines
	<b>Printed:</b> 05/29/2012 8:51 AM 05/21/2012 2:22 PM ines

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Buy	×	M Buy	Buy	ĸ		Day		KEGAN BERAN	2214	JOE HECK	).JC
Buyline Comment: LENO	1135P-	11P-1135P Buyline Comment: NEWS	Buyline Comment: FACE	730P-8P	 	Time		ERAN		JOE HECK 4 CONGRESS	) .JOE HECK 4 CONGRESS
LENO		NEWS	FACE			Program					NGRESS
		·			•			Flight Dates Hiatus Weeks	Agency C/P1/P2/E	DELA	7669 S
	: 30	:30		:30		Len		11/05/		≥	7669 STAGERS LOOP
	\$275.00	\$575.00		\$450.00		Rate		11/05/2012 - 11/06/2012	14	H 43015	LOOP
	11/05-11/05	11/05-11/05		11/05-11/05		Dates		2	•		
	<b> 3</b>	н		H	1	Spots/Week	,	Salesperson FAX#	,	Salesperson (	Sales Office
	Н	Ь		Н	}	# of Weeks		Phone# FAX#	!		
	lπ	Н		Н	-	Total Spots		215-568-1845		) AMY MCCREARY	) PHILADELPHIA
	\$275.00	\$575.00		\$450.00		Total Cost		6540 [845		REARY	PHIA

## -REPORT TOTALS-

Report Totals: 31 / \$17,015.00

## -SALES MONTHLY TOTALS-

Nov 12: 31 / \$17,015.00

Lines not sent/rcld/rtrn: 0 / \$0.00 Station Totals: 31 / \$17,015.00 Sales Totals: 31 / \$17,015.00 -COMPETITIVE-Market Totals \$45,986 XXXX CATV 20% KTUD KBLR % % % KINC . % % KUMY 27% KSNV

15%

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EST SHARES NEW ORDER

Books Demos RA35+ NOV12

Estimate# 2214 Buyer KEGAN BERAN Phone#	Station KSNV-TV LAS VEGAS, NV. Advertiser ( ) .IOE HECK 4 CONGRESS Product JOE HECK 4 CONGRESS	Rep Order# 6815981 Ver# 1 Mod# 0 Status Confirmed EC'd Yes
Agency C/P1/P2/E //2214  Flight Dates 11/05/2012 - 11/06/2012  Hiatus Weeks	Agency ( ) STRATEGIC MEDIA PLACEMENT 7669 STAGERS LOOP DELAWARE, OH 43015	Traffic Order# 102137 Last Received: Showing Buylines: A
Salesperson Phone#         215-568-6540           Salesperson FAX#         215-568-1845	Rep Firm Sales Office ( ) PHILADELPHIA Salesperson ( ) AMY MCCREARY	Printed: 05/29/2012 8:51 AM 05/21/2012 2:22 PM Il Lines

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— CREDIT RISK—
CASH IN ADVANCE

Buyer Phone# Fax#